

ABSTRACT

A system and method is provided for facilitating fulfillment of a buyer's desire to purchase products or services, and a seller's desire to sell products or services. In a preferred embodiment, a system allows a buyer to make a search query by entering a description of certain products or services desired to be purchased. A host server receives the search query via a network (e.g., the Internet), processes the search query utilizing a search engine to search data stored in databases, and returns a list of items relevant to the search query, including items matching the buyer's desire, items that are alternatives to the buyer's desire, items that are statistically relevant to the buyer's desire, items that are informational source that may be useful in fulfilling the buyer's desire, and items that are targeted advertisements selected based on the buyer's desire (or a profile of the buyer).